

plurality of users 202, 202b, 202c, a communications system 204, and a central computer system 206 which also includes a computer such as computer 100. The methods of the present invention is implemented using the computer network 200, the central computer 206, and one or more of the computers 100.--

Page 6, please replace the paragraph beginning at line 18 with the following text:

--Step 1 illustrates a response to a banner or a cookie. Steps 2 and 3 show a user 202 whose computer 100 is connected to the Internet responding to a banner advertisement or accessing a website having an online registration. Thus, in steps 1-3, the user 202 is invited to register to participate in a sample product distribution program via data transmitted over the computer network 200. The user 202's computer interprets the data by displaying an invitation to register. In a preferred environment, the user 202 uses a personal computer 100 to access the communication system 204. Alternatively, the user may use a personal digital assistant, a cellular telephone, or a kiosk, instead of the personal computer 100 to connect to the communication system 204.--

Page 11, please replace the paragraph beginning at line 9 with the following text:

--Step 18 illustrates delivering the product samples to the users via standard U.S. mail, foreign country postal service or a third party delivery service. The sample delivery process is typically handled by a mailing/fulfillment company. The delivery instructions are preferably provided by the central computer 206 to the fulfillment company via transmission of an electronic file including the participating names and corresponding addresses.--

Page 11, please replace the paragraph beginning at line 19 with the following text:

--In step 27, the central computer 206 instructs a printer or a plurality of printers (not shown) to print coupons to be distributed to the targeted users via the postal mail.--

Page 12, please replace the paragraph beginning at line 11 with the following text:

as
--In step 32, selected users visits the participating store and select the designated product. Selected users must present their shopper cards containing their unique identification and present the designated product at the point-of-sale. The designated product is identified uniquely, typically by a UPC code.--

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Page 14, please replace the paragraph beginning at line 23 with the following text:

--Moreover, the consumer may be targeted for an incentive based upon the data stored in either or both of the post sampling product purchase database 208 and the post-delivery consumer survey database 214. Furthermore, identifying why the consumer did not buy the product will allow the manufacturer to provide an incentive to the consumer based upon that result. For example, if the consumer indicates that the price was higher than a price of a competing product, the manufacturer may target that customer for a discount based upon the price differential of a competing product. Similarly, the manufacturer may obtain the consumer's preference for package size, shape, and provide an incentive targeted to the consumer based upon the consumer's preferred package style. The incentives can be communicated to the customer in a variety of ways, including via email messages, via a Web page, and via normal mail.--

IN THE CLAIMS

Please amend the claims and add new claims as follows:

1. A computer network implemented method, comprising the steps of:
transmitting a signal prompting a user to provide profile data including identification of the user from a main computer over a computer network to a network address for the user's computer;
transmitting a manufacturer's sample offer from said main computer over said